Your Basic Secret: Double-Aged Tobacco.

The longer we age it, the richer it gets. Basic. Only 6 mg tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually *too full-flavored for today's smoker.*

Your Basic recipient
"Sorry, Mr. Pinfair stopped out. But great taste and low tar are in."

But it's important to start with all that flavor. Why? So when you take out tar—take it all the way down to 6 mg—you'll still have plenty of flavor left.

That's the Basic secret. Double-Aged Tobacco. With only 6 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.
Also Available in 100's.

Kings: 6 mg "tar," 0.6 mg nicotine—
100's: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1978

2061190231

Source: https://www.industrydocuments.ucsf.edu/docs/sgmn0003

2061190231